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PHOTOS PROVIDED

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Kevin Bush and Michael McDaniel Join Surf Internet to Spur Growth, Customer Engagement

ELKHART, Ind. - Fiber-optic internet service provider Surf InternetSM has announced the addition of two professionals to their executive leadership team. Kevin Bush joins Surf as Chief Revenue Officer (CRO), while Michael McDaniel has been named Vice President of Customer Operations. Both are new roles at Surf, created to maintain and enhance Surf's track record of excellent customer experiences as it rapidly expands its transformative 100% fiber-optic broadband network to more Great Lakes communities.

Surf CEO Gene Crusie said, "At the core of Surf's DNA is a deep passion for giving our very best to our customers. With Surf's rapid expansion, we've recognized the need for continued customer service excellence, while continuing to bring Surf's transformative fiber internet to new markets through successful sales and marketing. Kevin is a passionate, collaborative leader who has seen great success at companies with high growth and dynamic work environments. Michael has deep leadership experience with technology-driven businesses, and has proven his ability to strategically impact customer satisfaction. We are excited to welcome both of them to our already strong leadership team."

Bush brings 25 years of experience in building high performing sales teams to his new role, including 10 years at Time Warner Cable and two at WOW! Internet, Cable & Phone (NYSE: WOW). As the CRO of Surf, Bush will be responsible for overseeing all revenue streams, including sales, marketing, and revenue operations, working to drive growth into new markets and increase awareness of Surf Internet's exceptional broadband services. Bush holds an MBA from Baker University, Baldwin City, Kan., and degrees in marketing and business administration from Kansas State University, Manhattan.

McDaniel brings 30 years of leadership in telecommunications to his new role, with deep experience in delivering technology-driven services and solutions, providing outstanding client service, and driving profitable revenue growth. His past experience includes 8 years at MCI WorldCom and 14 years at Windstream (Windstream Holdings II, LLC). In his role as VP of Customer Operations for Surf, McDaniel is responsible for developing and managing the overall service delivery strategy and customer operations. His role will strengthen Surf's customer service touchpoints and manage the overall performance of resources and processes to achieve the highest levels of customer satisfaction. McDaniel has an Associate of Science degree in Industrial-Electronics from Central Technical College, Tulsa, Okla.

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About his new role, Bush said, “It is a privilege to join a company that is investing significantly in its continued growth, customer engagement, and future success. I am most excited to help spread the word about Surf Internet and the positive impact we are having in our customers' lives. High speed fiber internet is the great equalizer, allowing customers in smaller markets to compete on a level playing field with big cities.”

About Surf Internet

Surf Internet is an innovative fiber-optic internet company that serves as the essential gateway to connectivity across the Great Lakes Region of Illinois, Indiana, and Michigan. The company is building a bridge to the wide open future by delivering high-speed, reliable internet to homes and businesses in underserved, rural communities. Surf’s 140-plus-person team is local, giving them an edge when it comes to customer care and advocacy for the region. Headquartered in Elkhart, Ind., Surf also has offices in La Porte, Ind., Byron Center and Fowlerville, Mich., and Coal City and Rock Falls, Ill. Learn more at <https://surfinternet.com>.

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Kevin Bush, Chief Revenue Officer



Michael McDaniel, VP of Customer Operations